

Message Text

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ACTION NEA-10

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R 100425Z APR 76

FM AMEMBASSY ABU DHABI

TO USDOC WASHDC

INFO AMEMBASSY ATHENS

SECSTATE WASHDC 4168

UNCLAS ABU DHABI 0910

ATHENS FOR RTDO - LEFEAVER

E.O. 11652: NA

TAGS: BEXP BENC TC

SUBJ: ABU DHABI AGRICULTURE AND IRRIGATION PROJECT

REF: (A) ABU DHABI 106 (B) STATE 75649

1. PROJECT AS REPORTED IN REF A IS IDENTICAL TO PROJECT BROUGHT TO ATTENTION OF SUPERIOR FARMING CO. BY AL-DAHER TRADING CO. IRRAHIM KHALID IS OWNER OF AL-DAHER TRADING (NEWLY ESTABLISHED) AND JOINT VENTURE PARTNER OF WELAIDS. LATTER COMPANY, WITH INDIAN PATICIPATION, SUPPLIES RAW MATERIALS TO ABU DHABI CEMENT FACTORY LOCATED IN AL-AIN. KHALID, AS OWNER AND MANAGER OF AL-DAHER, UTILIZES OFFICE FACILITIES OF WELAIDS.

2. KHALID HAS SPOKEN PERSONALLY WITH SHAIKH ZAYID ABOUT THIS PROJECT, SHOWING THE RULER THE CATALOGS HE RECEIVED FROM SUPERIOR FARMING. ACCORDING TO KHALID, RULER WAS IMPRESSED WITH CATALOG AND KHALID HAS REQUESTED THAT SUPERIOR FARMING SEND AS SOON AS POSSIBLE OTHER PROMOTIONAL LITERATURE. MOREOVER, ONCE ZAYID CONVINCED THAT SUPERIOR RIGHT FOR THE JOB, SUPERIOR REP. WILL HAVE TO BE IN ABU DHABI WITHIN 48 HOURS. ("YOU KNOW THESE ARABS" SAID KHALID).

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3. BASED ON KHALID'S ENTHUSIASM, WE ARE EXPLORING

WITH HIM POSSIBILITY THAT SUPERIOR REPS MAKE SALES
PRESENTATION COMPLETE WITH VISUAL AIDS TO EMIRI COURT
OFFICIALS AND PERHAPS SHAIKH ZAYID HIMSELF. KHALID
WILL NOT PAY FOR PLANE TICKETS, BUT WILL PROVIDE
ACCOMODATIONS (QUALITY UNKNOWN) FOR AS LONG AS NECESSARY.
WHILE HERE, HE WILL SHOW SUPERIOR REPS. LIKELY LOCATION
OR IRRIGATION PROJECTS. FYI POTENTIAL LOCAL AGENTS HAVE
TENDENCY TO OVERESTIMATE THEIR SALEMANSHIP AND INFLUENCE
WITH HIGH GOVERNMENT OFFICIALS. EMBASSY WOULD RECOMMEND
SOME CAUTION BEFORE THIS APPROACH ATTEMPTED UNTIL WE IN
BETTER POSITION TO EVALUATE KHALID'S CHANNELS INTO
PALACE. END FYI.

4. SO FAR WE UNABLE TO IDENTIFY UK FIRM BY NAME OF
CLAPPIN. COMPETITION FOR THIS PROJECT IS
VERY INTENSE AND WE HOPE TO HAVE COMPLETE LIST OF
COMPETITORS SHORTLY.

5. KHALID STATES THAT IN ORDER "NOT TO LOSE FACE" WITH
EMIRI COURT, IT ESSENTIAL THAT SUPERIOR FARMS PROVE
ITSELF TO BE REPUTABLE FIRM. REQUEST DOC FORWARD ANY
AVAILABLE CREDIT INFO ON SUPERIOR AS SOON AS POSSIBLE.
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